



Kearney Agricultural Center

Located 15 miles south-east of Fresno in the central San Joaquin Valley, one of the most productive agricultural areas in the world, Kearney is the University of California's largest off-campus agricultural research facility.

Kearney's mission is to provide state-of-the-science research and educational programs to promote sustainability of California's 24.5 billion dollar agriculture industry, and to enhance the quality of the rural environment. To that end, a multi-disciplinary team of 25 faculty members drawn from UC Davis, UC Riverside, and UC Berkeley are permanently assigned to Kearney for the benefit of the people of the San Joaquin

Valley, and of California in general. When combined with technical and support staff, students and post-docs, and visiting scientists from around the world, Kearney routinely houses more than 125 employees.

For more than 35 years, Kearney has achieved international acclaim for leadership in areas such as development of new fruit, nut, and grape varieties, innovative cultural and irrigation practices, and pest and disease management techniques. In addition, Kearney specializes in postharvest biology, working with growers, packers, and shippers of fresh market crops to reduce losses and provide consumers of California produce, near



Mealybugs

and far, with top quality products.

Kearney also carries a leadership role in maintaining the high quality of California's rural environment, with pro-

grams in important fields including air and water quality, and mosquito management.

Visit them at:
www.uckac.edu

Ruiz Foods

What happens when father and son team up to live out their dream of selling authentic Mexican Food?

A multimillion-dollar company, nearly 2,500 employees, and a place in the Small Business Administration's Hall of Fame.

In 1964, Louis Ruiz and his son, Fred, began living out their dream of selling frozen authentic Mexican food. From their beginning in a small warehouse to the present day facility that is nearly 300,000 square feet, father and son have met the challenge of

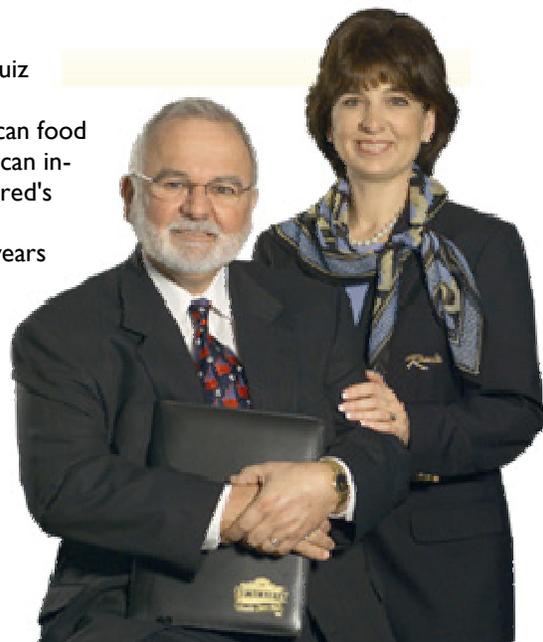
growing demand with genuine hard work and determination to become the largest manufacturer of frozen Mexican food in the United States.

Situated upon 43 acres in the heart of the San Joaquin Valley in Dinuba, California is Ruiz Foods' headquarters and main facility. A second facility in Tulare, California and a third in Denison, Texas helps Ruiz Foods keep up with great demand for the company's products. With the ability to manufacture more than 200 different products under their signature El Mon-

terey brand, the Ruiz focus continues to be authentic Mexican food based on the Mexican inspired recipes of Fred's mother.

More than 40 years later, Fred's children, Kim and Bryce, carry on the traditions that have made Ruiz Foods the leading Mexican food manufacturer in the United States.

As the third generation of the Ruiz family, they are creating new products and expanding distribution to share their love of Mexican food in more ways, and with more people, than ever before. That's the continuing legacy of Ruiz Foods



**Chairman Fred Ruiz and
Vice President Kimberly Ruiz Beck**



Visit them at:
www.elmonterey.com